OFFICE OF THE PRESIDENT & CEO

Some of the quantitative tourism research, commissioned earlier this spring is nearing completion. PKF Consulting has released its initial report analyzing the effects of the Iraq War and SARS on accommodation booking pace, demand change and actual Quarter 1 (April and May, 2003) cancellations. Ontario has shouldered the brunt of the impacts with a loss of $112.5 million in room revenue or 62 per cent of the national loss to date. The Greater Toronto Area (GTA) has been the hardest hit area with a loss of $76 million in room revenue and within the GTA downtown Toronto was the hardest hit with a loss of $58.5 million. We will receive a second report early next month that will document the actual effects of SARS over the 2nd and 3rd quarters.

Attached to *Marketing Update* is our *Consumer Response Update* covering the OTMPC's marketing activity for the month of July. Our analysis indicates that there is pent-up demand in both the domestic and U.S. markets given the record number of user-sessions on our website. Even though things are still difficult for many operators, a number of operators are reporting a busy August and strong growth for September. Hopefully a turn-around is underway!

ONTARIO
more to discover
The Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario.

CONTACT

Bill Kenny
President and CEO (A)
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bill.kenny@mczcr.gov.on.ca

FALL MARKETING PROGRAM UNDERWAY

The OTMPC's Fall Marketing Program is underway. This fully-integrated campaign consists of a print media execution, supported by the *Fall Events Guide* and the *Fall Experience Guide* reinforced by TV ads which will begin shortly. The new Fall Newspaper Insert was distributed in 14 Ontario markets and Greater Montreal reaching 884,600 households on August 23. It was also distributed in Detroit, Rochester, Syracuse and Buffalo on August 24, reaching 564,400 households. The call-to-action is 1-800-ONTARIO and www.ontariotravel.net. The strategy is to provide the brochures to consumers early so that they can begin planning their autumn getaways soon after Labour Day Weekend.

The *Fall Experience Guide* was done in partnership with 55 industry partners and the Fall Insert has 45 industry partners.

CONTACT

Cheryl Row
VP Marketing
Tel: 416-212-0759
Email:
cheryl.row@mczcr.gov.on.ca

OTMPC CELEBRITY CAMPAIGN SUCCESSFUL!

Tourism Toronto reports that they have booked 7,952 room nights and had 15,500 inquiries as a result of the "Celebrity Campaign".

CONTACT

Cheryl Row
VP Marketing
Tel: 416-212-0759
Email:
cheryl.row@mczcr.gov.on.ca

WINE CULINARY PRODUCT GETS A BOOST!

The OTMPC's Wine and Culinary Product Alliance has produced a new full-colour brochure promoting culinary vacations in Ontario. The new Savour Ontario Culinary Vacations brochure is available at the TICs or can be downloaded at www.savourontario.ca

CONTACT

Marie Cheesman
Touring Product Facilitator
Tel: 613-735-3231
Email: marie@nrtco.net

CHANGES FOR REGISTRATION AT INTERNATIONAL TRADE SHOWS!

Diane Helinski, Media and Trade Coordinator for Europe has been informed about a very important change regarding the international trade show circuit. The Canadian Tourism Commission (CTC) has hired Mice Exhibition Services as the Canadian show organizer. Unfortunately, Mice does not have a database and has asked the provincial tourism organizations to inform suppliers about the change. Mice Exhibition Services is now in charge of the following shows:

World Travel Mart (WTM) in London - November 2003
International Tourismus Boerse (ITB) in Berlin - February 2004
EIBTM in Geneva - May 2004

Ontario suppliers who normally attend these shows or Ontario suppliers interested in attending should contact Dan Wildgen directly at 613-241-5986 or visit the Mice web-site at
www.micegroup.com or
http://ww.miceexhibitionservices.com/ctceurope

CONTACT

Dan Wildgen
Mice Exhibition Services
Tel: 613-241-5986
Email: dwildgen@
miceexhibitionservices.com

NEW ATTRACTIONS TRADE SHOW!

The OTMPC in partnership with the Ontario Motor Coach Association (OMCA) and Attractions Ontario is organizing an Ontario Attractions Trade Show, taking place on Sunday November 2, 2003 (10:00am - 1:00pm.) A limited number of spaces are still available for the show, being held at the Westin Harbour Castle Hotel in Toronto.

This is a fantastic opportunity to promote tourism product to more than 80 tour operators and group travel organizers who will be coming from Ontario, the near border states and other provinces. The objective is to offer the travel trade one-stop shopping to obtain key information on Ontario so that they can plan their tours and brochures for 2004-2005. Suppliers can register on-line at www.omca.com

CONTACT

Ann Fairley or
Michele O'Bright
Tel: 416-229-6622,
extension 223 or 229

www.omca.com

NEW TRENDS ON REACHING THE GROUP TOUR MARKET

The OTMPC will be holding Pre-Convention meetings for members of the National Tour Association (NTA), the Ontario Motor Coach Association (OMCA) and the American Bus Association (ABA). The Presidents of these prominent travel trade associations have agreed to come to Toronto prior to their conventions to discuss current trends affecting the group tour market. NTA and OMCA Pre-Convention Caucuses will take place on Thursday, October 2, 2003 and the ABA Pre-Convention Caucus will take place on Thursday, December 4, 2003. Don't miss these excellent opportunities to learn new information about about targeting today's group tour market in the U.S. and Canada.

CONTACT

Sandra Rice
Travel Trade Director,
U.S. and Canada
Tel: 519-873-4487
Email:
sandra.rice@mczcr.gov.on.ca

E-MARKETING

On a monthly basis, the OTMPC now averages 160,000 visitors on the website. 53,881 of these visitors had registered with www.ontariotravel.net and 34,000 of these consumers have given the OTMPC permission to receive additional marketing material. This will help the OTMPC build its database and cross-market Ontario tourism product. OTMPC domestic advertising campaigns including on-line promotions have contributed to this growth. You can extend exposure for your business, through OTMPC's consumer website by registering for a FREE listing at: www.tourismpartners.com

More and more consumers are choosing to order OTMPC publications on-line from www.ontariotravel.net.

The e-marketing campaigns are fully integrated with the seasonal and vertical advertising campaigns. A Fall contest will be launched on September 5 as an on-line component to the Fall Campaign.

CONTACT

Julia Holliday
Content Lead
Tel: 416-325-1366
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julia.holliday@mczcr.gov.on.ca

NEW MARKETING PARTNERSHIP WITH CAA AND AAA

This year for the first time ever the OTMPC has partnered with the Canadian Automobile Association (CAA) and produced a packages brochure with Canadian prices and some exclusive offers for CAA members. This will be distributed to the five CAA Clubs in Ontario to target the 1.9 million CAA members.

The OTMPC has also produced an Ontario Packages AAA Brochure. The year's brochure will target 7.1 million members of the American Automobile Association (AAA) in Michigan, Ohio, Pennsylvania, Chicago, Minnesota, Iowa and New York State. This year's brochure is 28 pages in full-colour containing 35 commissionable tour packages.

CONTACT

Sandra Rice
Travel Trade Director,
U.S. and Canada
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sandra.rice@mczcr.gov.on.ca

NORTHERN MARKETING UPDATE

Northern Office opens!

On August 26, Minister Coburn officially opened the OTMPC's Northern Marketing Office, located at 123 March Street in Sault Ste. Marie. The event was attended by approximately 35 industry stakeholders, as well as local broadcast and print media.

Please note the general inquiry number and the new telephone numbers and email for the Partnership Coordinators:

Reception: 705-945-6578
Fax: 705-945-6580

Jim Grayston: 705-945-6582
Email: jim.grayston@mczcr.gov.on.ca

Claude Aumont: 705-945-6584
Email: claude.aumont@mczcr.gov.on.ca

CONTACT

Ted Day
Northern Marketing Director
Tel: 705-474-6634 or
705-752-3675
Email:
ted.day@mczcr.gov.on.ca

NEW NORTHERN MARKETING COMMITTEE

The new Northern Marketing Committee has been appointed. The new committee will help oversee marketing activities and initiatives for Northern Ontario. The new committee includes:

Anthony Potestio, VP & Co-Founder, Mink Mountain Properties
Bill Rogoza, GM, Northern Ontario Native Tourism Association
Donald MacKay President, Muskoka Highlands
Donna Hanson, Owner, Hanson's King Island Lodge
Edward Meijer, GM, Valhalla Inn
George Strivins, Cruise Boat Attractions
Ian McMillan, Director of Tourism, Sault Ste. Marie Tourism
John Sorensen, President, Bear Trail Resort
Karen Sabovich, Tourism Coordinator, Kapuskasing Economic Development Team
Lynn Cox, Owner, Canoe Frontier Expeditions
Michael Morrow, Manager Passenger Service, Algoma Central Railway
Nicole Guertin, Manager, Destination Nord
Rob Skelly, Manager of Tourism, City of Greater Sudbury
Roger Liddle, Fishing Lodge Owner, N.O.R.T.H. Realty
Virginia Mckenzie, Owner, Temagami Anishnabi Tipi Camp
Will Saari, Tourism Manager, City of Timmins
Yvonne Vezneau, Cochrane Accommodation/Snowmobile Association

CONTACT

Vanine Yee
Corporate Board Secretary
Tel: 416-314-7107
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vanine.yee@mczcr.gov.on.ca

PARTNERSHIP NEWS

On August 11, Ms. Susan Carter joined Tourism Toronto as the new Vice President of Marketing and Communications. Ms. Carter has over 20 years of marketing, media/public relations and sponsorship experience. She joins Tourism Toronto from her role as Vice President of Marketing and Communications for Blue Torpedo Inc, an agency specializing in developing strategic partnership and business proposals for a wide range of industry sectors.

CONTACT

Ellen Flowers
Media Relations Officer
Tel: 416-203-3805
Email: flowers@torcvb.com

Patti Watson has left Tourism Durham where she has been the Manager of Tourism for the past nine years. Patti will be teaching in the Tourism Program at Sir Sanford Fleming College in Peterborough. Andrea Monaghan will be leaving the OTMPC's Partnership and Sales area and will begin as Durham's Manager of tourism on September 2, 2003. Andrea has been with the OTMPC for two years and prior to that was with Niagara Falls Imax Theatre and the Sheraton Fallsview Hotel.

CONTACT

Andrea Monaghan
Manager of Tourism
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Email: andrea.monaghan@region.durham.on.ca

FEEDBACK

Please direct feedback about *Marketing Update* to Tom Boyd, Corporate Communications. Tel: 416-212-0757, email: tom.boyd@mczcr.gov.on.ca To update your company emails or fax information contact Brynda Browning, Direct Sales Assistant (A) at 416-314-6314 fax: 416-314-6976 or email: brynda.browning@mczcr.gov.on.ca If you are requesting changes to our distribution list, please provide both the old and new information.